

Deconstructing the Magical Girl Fantasy  
through a Generative AI Short Film

Wake Up,  
MAGICAL!

Directed by YunSeo Park

# An old genre meets a new tool

## The genre

Popular in Japanese animation for 50+ years. An ordinary girl becomes a magical hero and fights evil.

## The question

Since the 2010s, creators ask about the hidden cost behind the bright transformation.

## The tool

Generative AI lets small teams make fantasy scenes that once needed big studios.

**My film:** the magical girl look + a twist like *The Matrix*.

# How the magical girl changed

---

**1992**

## Sailor Moon

The girl becomes a warrior, with staged transformations and the moon as a symbol.

**1998–2004**

## Sakura & Pretty Cure

The classic codes are fixed: pink costumes, ribbons, wands and sparkles.

**2011**

## Madoka Magica

The genre is taken apart. The system that gives the girls power also uses them.

# Korean magical girls

| Title              | Medium (Year)        | What it does                                           |
|--------------------|----------------------|--------------------------------------------------------|
| Secret Jouju       | TV animation (2012)  | Classic transformation codes for preschoolers          |
| Catch! Teenieping  | TV animation (2020)  | A princess and fairy partners catch emotion fairies    |
| KPop Demon Hunters | Animated film (2025) | Magical girls as a K-pop idol trio with an active role |

**My film** follows the critical line of *Madoka Magica* and adds the escape-and-wake-up structure of *The Matrix* (1999).

### 03 • SYNOPSIS

# One girl, three worlds

## 1 • Fantasy

Rainy classroom → neon street → pink vortex → battle under a red sky

## 2 • Capsule

The moon turns black → she wakes in a glass capsule → a corridor of sleeping girls

## 3 • Reality

She tears off the pink costume → walks into a ruined gray city



Figure 1. A magical girl who battles evil

### 03 · CHARACTER

# Two selves in one girl



Figure 2. A magical girl transforming

## Ordinary self

Black hair, gray uniform. Reality and her own choice.

## Magical girl self

Blonde hair, wings, pink dress. The genre's promise of beauty and power.

**The twist:** that promise is mass-produced. It keeps girls asleep.

### 03 · COLOR

# Color tells the story



## **Pink & magenta**

The fantasy world



## **Cyan**

The capsule facility



## **Gray**

The real world



## **Pink → red**

The violence under the cute surface

# A generative AI pipeline in 3 steps

01

## Plan

- Story split into three worlds
- Storyboard
- Character sheets for both selves
- Color script for each world

02

## Generate

- Key frames from prompts and character references
- Image-to-video with set camera moves
- Symmetrical shots to reduce distortion

03

## Finish

- Fast battle, slow awakening
- Color grading and effects
- Sound design for each world

**Hardest part:** keeping her face the same in every shot, which took many generations and careful selection.

# The climax is not transformation. It is de-transformation.

---

## Meaning

Heroism means refusing the ideal self and facing reality.

---

## Method

Generative AI can support genre-critical stories through clear worlds and a color script.

---

## Next

Audience reception and character consistency in AI filmmaking.

# Thank you

Email: [songwola0309@naver.com](mailto:songwola0309@naver.com)